



## PROFILE

# Camera Magazine

Camera magazine is Australia's leading publication for enthusiast-level photographers and for amateurs who want become more involved in their hobby. The magazine's informative and entertaining style is designed to make advanced techniques and the latest imaging technologies both easier to understand and to put into practice. The magazine's 'real world' approach to its editorial content helps amateur photographers get the most out of their equipment as well as achieving the satisfaction

of mastering new skills. Our test reports are particularly valued for their independence, comprehensive coverage and attention to accuracy. Since 2010, Camera has been a member of the prestigious Technical Image Press Association (TIPA), a global group of photography magazines selected for their high standards of content, production and independence. Camera is the only Australian photography magazine to have been invited to join TIPA, and is closely involved in the judging of the highly-respected

annual TIPA Awards for imaging product design.

Camera's Editor, Paul Burrows, has over 32 years of experience writing about photography, photographers, cameras and camera design, techniques, and imaging technologies. The magazine's editorial contributors are all acknowledged experts in their particular fields.

Published since 1979, Camera is dedicated to helping its readers obtain the maximum enjoyment from their photography by expanding their skills, techniques and vision.



## Digital Edition

As well as being available in print from newsagencies around Australia and by subscription, Camera magazine is now also available in electronic format for multiple platforms including iPad, Android, PC and Mac, while additional exclusive content, including news, reviews and feature articles, is continually posted on Camera magazine's dynamic website, at [www.avhub.com.au/camera](http://www.avhub.com.au/camera) and on its Facebook page.

## RATES & SPECS

### ADVERTISING RATES\*

	Casual	3	6	12
Full Page Colour	\$2750	\$2600	\$2300	\$2100
Half Page Colour	\$2000	\$1900	\$1800	\$1700
Third Page Colour	\$1800	\$1700	\$1600	\$1500
Back Cover	\$3500	\$3400	\$3200	\$2900
Inside Front/Inside Back Cover	\$3000	\$2900	\$2700	\$2400

\*All rates plus 10% GST

### MECHANICAL DETAILS (H X W)

	Type area	Trim	Bleed
DPS (supply as single pages)	267 x 409mm	297 x 450mm	307 x 460mm
Full Page	267 x 205mm	297 x 225mm	307 x 235mm
1/2 Page Vertical	267 x 93mm	297 x 112mm	307 x 122mm
1/2 Page Horizontal	119 x 195mm	149 x 225mm	159 x 235mm
1/3 Page Vertical	267 x 57mm	297 x 75mm	307 x 85mm
1/3 Page Horizontal	76 x 195mm	99 x 225mm	109 x 235mm

## Supplying direct to nextmedia

If supplying materials direct to nextmedia, all supplied material must meet the guidelines contained in the document 'nextmedia recommendations for preparing digital material.Pdf'. Please request a copy of this if it has not already been supplied.

### In particular:

- **Supplied material:** must include all images, logos and text copy to be used in the advertisement.
- **DPS spreads:** please save as two single pages with bleed, marking left and right.
- **Fonts:** nextmedia supports opentype fonts and pc postscript fonts only.
- **Applications supported:** InDesign CS6 or earlier (packaged files; Photoshop CS6 or earlier; Illustrator CS6 or earlier (outline/supply fonts); Word docs; text documents; pdfs.

### Production contacts:

#### Camera Magazine advertising traffic enquiries:

Di Preece, nextmedia Pty Ltd,  
Level 6, Building A, 207 Pacific Highway, St Leonards NSW 2065  
**Phone:** (02) 9901 6151 email: [dpreece@nextmedia.com.au](mailto:dpreece@nextmedia.com.au)  
**Email:** we accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to [avtraffic@nextmedia.com.au](mailto:avtraffic@nextmedia.com.au)  
**Ftp:** please ftp files over 30mb to [ftp.nextmedia.com.au](ftp://ftp.nextmedia.com.au)  
Email the traffic coordinator at [avtraffic@nextmedia.com.au](mailto:avtraffic@nextmedia.com.au) for passwords and again immediately the file has been uploaded.



## Supplying via Quickcut

Nextmedia's preferred delivery system for advertising is as PDF digital files via the Quickcut system. This will automatically ensure the quality and integrity of files meets our material specifications.

For details please contact Quickcut:

**Sydney** (02) 9467 7500

**Melbourne** (03) 8696 5701

**Brisbane** (07) 3013 6279

Or visit their website [www.quickcut.com.au](http://www.quickcut.com.au)

Camera Magazine is published six times yearly and is distributed nationally.

For advertising that works, call

**Lewis Preece**

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**Jim Preece**

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